

MACLEAN'S

"CANADA'S NATIONAL MAGAZINE"

March
15th



In This Issue: Horace Annesley Vachell — Grant Dexter
Hon. Frank Oliver — Alan Sullivan — W. Redvers Dent

10c

... a simple but effective recipe for Canned Salmon



COLD CANNED SALMON RUSSE

Make a salad of sliced salmon, carrots and lettuce. Mix this with your favourite dressing. Place dressing on top. Garnish with sliced yellow and red bell peppers and a few capers. Sprinkle with a little paprika.

For some real tomorrow try this Canned Salmon recipe. It is very easy to prepare, looks and tastes just as tempting as it does here, and it has high food value, which is made up of Vitamin D, Zinc, Calcium, Phosphorus, Iodine, with a very high percentage of Protein.

The healthful deliciousness of Canned Salmon from local ocean depths is such a naturally perfect food in all ways that every home ought well to economize on this valuable and more expensive item, and serve Canned Salmon in one of a hundred ways every day.

You've used Canned Salmon occasionally for years. You know its goodness, but perhaps you've never been in a position where it was necessary to maintain full value food with such a closely limited budget as now.

Canned Salmon is today's answer—order three or five cans at a time, it comes in a real place individually. And, if anyone you need call for the delightful "second course" benefits on the coupon below!

Canadian Canned Salmon

Mix and Sift The Price sold, clear water water

Your merchant will show you how varieties of Salmon from the Red Sea, Red Sea, Coho, Pink and Chin Salmon

Buy three or four cans at a time, they're always handy

CANNED SALMON ADVERTISING COMMITTEE
O. 11-401 West Pender Street, Vancouver, B.C.

MORE RECIPES—FREE!

Get 100 Salmon Advertising Committee
O. 11-401 West Pender Street
Vancouver, B.C.

Please send me your FREE Recipe Booklet showing
New recipes, a calendar

Name _____

Address _____



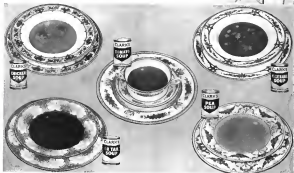
Delicious Canadian Soups . . . ready for your table!

Here is a variety of delicious soups—Canadian Soups—in that flavorful goodness you have learned to expect, and always get in Clark's Soups.

We do, of course, are only specially selected, wholesome ingredients

and show the utmost care in cooking—that is why you get a "home cooked" flavor in these soups . . . always!

We'd suggest some Tomato Soup for tonight—it costs but a few cents of any grocer's.



CLARK'S SOUPS

Let the Clark Kitchen help you for Quicker and Better meals.

FREE

Our beautiful 1978 "HOUSE" CALENDAR FOR QUICKER AND BETTER MEALS, with a wonderful, full-color representation of the famous Clark logo. It now has 100 pages of delicious recipes, table and many suggestions—distributed to you. You can get 100% more by sending an coupon below, filled in, along with this label from any Clark Food. Soups will be filled in order received.

USE THIS COUPON

W. CLARK, LIMITED,
P.O. Box 274, AIRDRIE, ALTA.

I am enclosing a label from a Clark can. Please send me a copy of the House Calendar 1978.

W. CLARK, LIMITED,

100% more by sending an coupon below, filled in, along with this label from any Clark Food.

The CLARK Soup Family
TOMATO SOUP, CHICKEN SOUP, BEEF SOUP, CORN SOUP, PEASOUP, CREAM OF TARTAR SOUP, CREAM OF POTATO SOUP, CREAM OF CARROT SOUP, CREAM OF CELERY SOUP, CREAM OF MUSHROOM SOUP, CREAM OF ONION SOUP, CREAM OF PARSNIP SOUP, CREAM OF PEA SOUP, CREAM OF POTATO SOUP, CREAM OF RICE SOUP, CREAM OF SWEET CORN SOUP, CREAM OF TOMATO SOUP, CREAM OF VEGETABLE SOUP, CREAM OF ZUCCHINI SOUP, CREAM OF CARROT SOUP, CREAM OF CELERY SOUP, CREAM OF MUSHROOM SOUP, CREAM OF ONION SOUP, CREAM OF PARSNIP SOUP, CREAM OF PEA SOUP, CREAM OF POTATO SOUP, CREAM OF RICE SOUP, CREAM OF SWEET CORN SOUP, CREAM OF TOMATO SOUP, CREAM OF VEGETABLE SOUP, CREAM OF ZUCCHINI SOUP.

A Calendar
for
1978



Calendar is
1978 a 1978
calendar.

HUDSON AND ESSEX

INVADE NEW FIELDS



The Greater Hudson-Essex Sedan

Now you can ride in Comfort and save money too!

There was a time when you had to pay two or three thousand dollars for an up-staging car. Those days have gone forever! Hudson-Essex now brings you *More Riding Comfort* at prices all our own.

This comfort is not limited to broken-down road trucks. Four two-way hydraulic shock absorbers, padded Hudson-Essex spring assemblies and non-swaying frame take care of that. It extends to the vibrationless motion and to hidden tire air tenders against dangerous ruts and drobs. It reduces general road bumps and jolts, with more and more, more-riding comfort. This will not cost an all-day drive in three cents! While some pretend you to shift position with perfect ease. You are never intended.

Larger engine exhaust speed, gas-saving and power. Additional strength throughout means greater reliability. Improved brake systems bring new operating economy. You expect brilliant performance from Hudson-Essex—and you get it.

These cars look attractive and they are! And so are inside. Chrome-plated rubber grips and other attractive details make them *distinctively different in exterior appearance.*

But you cannot see *More Riding Comfort*. You must experience it! Ask your nearest Hudson-Essex dealer to show you how easily these cars ride. Then take home any of it to enjoy such beauty performance and *More Riding Comfort* as you can find!

Write and ask for a Dealer in
the Post-Office Directory



OWNERS' MANAGEMENT PERMITS EXCLUSIVE VALUE ADVANTAGES

Three management methods are shown to give you maximum value for your money. The first is the "Three Year Plan" which allows you to pay for your car in three years. The second is the "Five Year Plan" which allows you to pay for your car in five years. The third is the "Ten Year Plan" which allows you to pay for your car in ten years. All three plans are designed to give you the most value for your money.

'730

ESSEX

CHALLENGER

CLASS IN SERVICE

'1070

THE GREATER HUDSON 8

CLASS IN SERVICE

Other body models to your price point. Special equipment extra. All prices \$10.00. Hudson, only only price.

Continued from page 37

"And it's a wonder you can afford to buy a car with a 'B' rating."

"Surely?" I said. "I don't know you. But I know you're a car man."

"You're a car man?" he said.

"Yes, I am."

"You're a car man?" he said.

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"Yes, I am."

McNair's Magazine, March 25, 1937

ing to me, and I got out and looked at the

hand while the fellow is working on the

other side.

"That's just what I want to do," he said.

"You're a car man?" he said.

"Yes, I am."

"You're a car man?" he said.

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McNair's Magazine, March 25, 1937

New and Improved



A
CANADIAN-MADE
PRODUCT

Champion

SPARK PLUGS

The advantages in engine performance with the new and improved Champion Spark Plugs are so great that we urge you to equip your car with them immediately. Champion engineers have definitely achieved a broader range of spark plug efficiency, and with it a broader range of engine performance. All engines perform better when equipped with new Champions. CHAMPION SPARK PLUG COMPANY OF CANADA, LIMITED, WINDSOR, ONT.

Buy and install a
full set of
Champion
today

Continued on page 42

Rails *and* Resources

WHERE the pre-Cambrian shield thrusts upward among the Rockies the picks of the first construction crews uncovered vast mineral deposits. The rails that led to these mines also furnished a means of developing and marketing their ore. ¶ No one had ever dreamed that linking the oceans by rail would disclose such tremendous treasure this side the Orient. ¶ Steadily the road goes on, today as then, discovering, developing, settling and building the Dominion.

The Canadian Pacific Railway maintains a Department of Development, the chief function of which is to sustain, maintain and foster the development of natural resources in the territory served by its lines. The Department is continually engaged in

obtaining and distributing reliable information regarding a wide variety of these resources, developed, partially developed, or wholly undeveloped, included under five main groups—minerals, forests, agriculture, fisheries and water power.



CANADIAN PACIFIC TODAY

The Canadian Pacific Railway runs from the Atlantic to the Pacific Ocean. It links and links Vancouver and Victoria to Japan and China, and from Montreal, Quebec and Toronto to Great Britain and the Continent. It operates winter cruises to the Mediterranean, the West Indies and Round the World, and a winter service to Bermuda. Its shuttles and boats represent the latest word in comfort and luxury. Its telegraph service employs 125,000 miles of wire. Its express parcels' charges are current all over the world. Canadian Pacific offers and operates one of the finest corporations.

CANADIAN PACIFIC
FIFTIETH ANNIVERSARY
1881 - 1931



HE ENJOYS HIS SMOKE... and the reason is simple



Spitout Dental Cream makes smoking more enjoyable because it leaves such a pleasant, refreshing feeling throughout the mouth. You never at any time feel your teeth, and the reason is this:

Spitout Dental Cream is made with more than 50% Spitout M.S. of Magerite—a grade material that soothes tender gums and relieves oral disease.

Spitout is thoroughly safe. It contains no gum, no nitroglycerin—anything which might injure. It cleans beautifully—leaves your mouth sparkling and fresh.

In fact, it not only keeps the Spitout type of dentures in place. It restores the following memory of the smile revealed by a genuine, unobscured confidence from an unobscured smile made using Spitout Denture Cream.

60% of the material used that gives such more frequently active teeth than any other material.

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Financial Queries

Question:—I am a rubber factory selling finished products and have weekly sales. I am a member of the Rubber Manufacturers Association and have weekly sales. I am a member of the Rubber Manufacturers Association and have weekly sales. I am a member of the Rubber Manufacturers Association and have weekly sales.

Answer:—I would strongly urge you to place your bank on the company bonds. These are perfectly safe and the price level has been around and may continue to rise for some time. I would suggest bonds of the large bank holding. Your bank is a large bank holding. Your bank is a large bank holding. Your bank is a large bank holding.

Question:—I would like to know the value of my stock. I have a stock of 100 shares of the company. I have a stock of 100 shares of the company. I have a stock of 100 shares of the company.

Answer:—The Capital Stock of the company is divided into 100 shares. The value of the stock is \$100.00. The value of the stock is \$100.00. The value of the stock is \$100.00.

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Answer:—The value of the stock is \$100.00. The value of the stock is \$100.00. The value of the stock is \$100.00.

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Answer:—The value of the stock is \$100.00. The value of the stock is \$100.00. The value of the stock is \$100.00.



You are invited to drive the NEW OLDSMOBILE improved in performance... enhanced in value

There is no more convincing proof of Oldsmobile's dependability than the word of Oldsmobile owners. Talk to your friends who drive Oldsmobile... men and women who have experienced its trustworthiness over the months and the miles. Then judge the enhanced value of the 1931 model which has been improved in performance... yet is offered at new lower prices. Here is a car developed on sound original principles and benefiting from more than 30 years progressive design... a car which contributes most to the comfort, safety and pleasure of motoring than many other automobiles.

any, silent change from first to the new quiet second, to high... then back to second if necessary. Oldsmobile is the lowest priced car with this new-type transmission. Improvements to Oldsmobile's famous engine contribute increased power, greater smoothness, and quicker pick-up. Body and chassis are built as one and for utmost strength and longer life. And the Fisher bodies, now insulated against cold and noise, are smoother in appearance, with a new, deeper radiator design.

Visit your community dealer and at his invitation, drive the new Oldsmobile. Learn the advantages of the General Motors Owner Service Policy, and of the GMAC, General Motors' own plan of deferred payments.

<p>SYNCO-NEW TRANSMISSION Smooth, silent, shift from first to 10th in high... and back to second.</p>	<p>NEW EASY STARTING Starts when stopped, starts smoothly, starts smoothly to prevent stalling.</p>	<p>ADJUSTABLE WHEELS Adjust wheels as you drive, as you drive, as you drive.</p>	<p>HARMONIC BALANCE Of the latest type on the market, contributes to greater smoothness.</p>
<p>NEW COOL SECOND GEAR Shifts smoothly, shifts smoothly, shifts smoothly.</p>	<p>SOFT-DRIFT CARBURETOR Shifts smoothly, shifts smoothly, shifts smoothly.</p>	<p>INSULATED FISHER BODIES Are warmer in winter, cooler in summer, and exceptionally quiet.</p>	<p>CARBURETOR SILENCE Contributes to quietness, more silent performance at all driving speeds.</p>

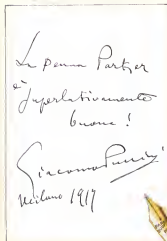
GUARDS THE DANGER LINE

PUCCINI

Composer of La Bohème, La Tosca and Madama Butterfly

Wrote his greatest Operas with a Parker Pen

GUARANTEED FOR LIFE



"The Parker Pen is superlatively good," wrote Maestro Giacomo Puccini in a friend in 1917. Yet today's Parker Duofold, embodying, as it does, all the improvements made since that time, is superlatively better than even Puccini's Parker.



If you want to capture your precious ideas on the fly and put them into action on the spot, have the pressureless-writing Parker Duofold Pen ever handy on your person and desk. It avoids all interference with thought—and, to clear thinking, this is vital.

For example: Music, sublime but fleeting, was made immortal by the Parker Pen in the hands of the great Maestro Giacomo Puccini. To a friend he wrote, "The Parker Pen is superlatively good."

Sir Arthur Conan Doyle, author of "Sherlock Holmes," used a Parker Pen until his death. To his friend, Lord Molesworth, he wrote of the Parker, "At last I have found my affinity in pens."

Parker eliminates mental static because you write by merely directing the Pen—pressureless-writing—as subconscious as breathing.

The famous Pressureless Point comes in a jewel-like, streamlined barrel, as light and balanced and quick as a dart.

Go to the nearest pen counter—get a taste of its golden glide. See how low and unexposed it rests in pocket or hand bag, without bulge.

But be sure to look on the barrel for "Geo. S. Parker—DUOFOLD—Made in Canada." The Duofold's color may be imitated, but the Parker name insures 17 4/5% more ink capacity than average, and *Guarantees* the genuine for Life.

THE PARKER FOUNTAIN PEN CO. LIMITED
Toronto 3, Canada.

Parker Duofold

PEN GUARANTEED FOR LIFE

\$5 \$7 \$10

Pencils to match them all, \$2.50 to \$5
Other Parker Pens, \$2.75 to \$5.50

MADE IN CANADA, SOLD IN CANADA
and in 70 Foreign Countries

THE SAME PEN TWO WAYS
AS A POCKET PEN, CONVERTED FOR DESK



Only the Parker serves as two Pens in one without extra cost. Take from pocket, attach slender taper, and you have a Desk Pen, at will.

